

THE GLEICHEN CALL

VOLUME 48 NO. 40

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HERE AND THERE

Mr. and Mrs. Howard Warner and family have moved into the T. H. Brown residence.

There was a very large crowd at the Meadowbrook Christmas tree entertainment last Friday evening. The program was followed by a dance.

Mrs. Gutrath had a birthday last Saturday. That evening, in the Legion Hall, she was presented with numerous gifts by her many friends. Mrs. Gutrath is a very popular lady and the number of friends she has is legion.

During the weekend Babe McArthur pulled out for California where he will spend some weeks visiting relatives. Incidentally he will escape the cold weather we are having.

For the past week or two the busiest place in town has been the post office. With thousands of pieces of mail pouring in Postmaster C. Kilcup and his assistant O. Gilbert and Blaney have managed to cope with the mountains of mail. Monday there were some fifty bags of mail in the post office for Standard, Chancellor and Hussar.

Herbert F. Allison a guest at the Eveptide Home for twenty months died Sunday at the age of 82 years. He was born in Moncton, and had lived in the west for the past 48 years. The funeral took place Tuesday morning with Major E. Broom and Captain Kerr of the Salvation Army officiating after which the remains were forwarded to Calgary for cremation by G. W. Evans.

Ted Krause shipped his caterpillar tractor to Keg River, northern Alberta, last week on Les Wilson's lowboy. Walter Pettit went along for the trip and have a look at the country. It is estimated that before Les gets back with his lowboy he will have travelled some two thousand miles.

A large crowd attended the turkey bingo in the Community Hall Monday evening. One lady was fortunate enough to win two turkeys in a row. The event was put on by the Gleichen Legion.

Wishing you a merry Christmas may every day be a holiday. Given our choice of good wishes for our friends, we'd like to see the Christmas Spirit manifested every day of the year. It is that time when the whole world is, or should be kind, and petty differences are forgotten and friendships are bound together in a closer relationship, when worries are left behind and the future looks more cheerful than ever before. We plan to maintain this policy throughout the coming year; it is our pledge to show you we appreciate every courtesy and favor that has been ours. So we say again sincere good wishes for every day of the year.

The monthly meeting of St. Victor's C.W.L., was held in the Parish Hall with Father Violini, director and Mrs. Leo Desjardine, president in attendance. There were thirteen ladies present, each answered the roll call by answering the question "What I would like for Christmas". Mrs. Gill Burne's answer had the most Christmas spirit. Her wish was that there would be wheat quota opening soon. Father Violini then gave a very interesting talk on the Atlin Rosary which he had been presented with. After an exchange of gifts lunch was served by Mrs. Leo Desjardine and Mrs. R. Cunningham.

Must we eat our way through 50 million pounds of old butter before we are allowed to buy any of this year's make? And if we must how old will this year's butter be by the time we have eaten our way to it? If this is to be the situation, we had better forget all about the product we used to call butter, and reconcile ourselves to the use of margarine for all time to come—or till the dairy industry learns that progress is the price of survival.



The champion of Canada's Do-It-Yourself movement, Peter Whitall, is all set for Christmas. Here he is in his cellar workshop with some toys and decorations he's just made for the festive season. On his weekly CBC-TV show Mr. Fix-it he demonstrates not only the

making of things like these, and general home repairs, but keeps viewers informed on the many new developments in Do-It-Yourself materials, tools, and methods. Whitall also writes several articles and columns on this theme in national magazines and newspapers.

The Spirit of Christmas

(Contributed)
Christmas! What a day to conjure with!

Always a day to look forward to with hopeful anticipation, ever a day to look back upon with cherished memories.

Among all the Christian nations of the world, in all their recorded histories, in all their legends, in all their traditions, no other day stands out so gloriously nor means more to mankind.

Christmas is not only the birthday of Christ but the birthday of the greatest teacher of the greatest philosophy the world has ever known. Our present civilization was rocked in the cradle of this philosophy and nourished on the truths it teaches. In our maturity we are rocked by individualism, nationalism, international jealousies and race hatred. One wonders sometimes of, after all, the experiences of the passing centuries have taught us much or little of the eloquence of that refrain so joyously sung when Christ was born—"Peace on Earth, Good Will Toward Men."

And at no time in the history of the world, since the dawn of the first Christmas day has mankind been in need of peace and good will and understanding among men of all nations, than now.

One year ago we hoped this Christmas would find us more contented more able to follow the custom of gift giving and gift-receiving, and with that hope one year ago we proved our faith in ourselves in our friends, in our future, in our country. Now that the day is almost here we find unrealized the thing we so hopefully visualized.

There is still a restlessness among the people; there is distress among the nations, still is that strange paradox of want amidst plenty a reality. But we are a peculiar people and, undaunted, again hope for a brighter, happier and more prosperous day Christmas.

Thus do we prove to ourselves and the world that we still cherish the faith of our fathers, that we do adhere, consciously or unconsciously, to the philosophy emanating from the manger in Bethlehem; and that, even in our adversity and perplexity, we still stand upon the two great foundations stones of this wonderful philosophy—Faith and Hope.

So long as we have these we should not worry needlessly about tempting, tinsel trinkets which we give and too proud to receive, for this is but a pretty custom. There is something greater, deeper, nobler than this; something as enduring as memory. This is the spirit of the season, implanted in the hearts of men to be reborn each Christmas day; and this spirit has five names—Love, Charity, Friendliness, Cherishness.

If we can radiate the sunshine of one or more of these attributes

of the spirit we are rich indeed, though poor.

May we continue to have faith in ourselves, faith in our fellows, faith in our future. May we continue to hope and watch and patiently await the dawn of the new day, and carry throughout the whole year the cheery spirit we so abundantly possess each Christmas Day.

For after all, the most priceless gifts one can give another cost nothing, but make the recipient richer and the giver blessed. A friendly smile a kindly nod a helping hand—a cheery word. These are some of the little jewels we may have for the taking and give without stint or apology—little gifts from a great philosophy.

AUTOMATION

Automation is a new word being applied to a process that has been going on ever since James Watt invented the steam engine. It is the process of substituting machines for men in performing tasks that have previously been done by human labor. Modern inventions have greatly accelerated this process, and this acceleration has given rise to demands that something be done to compensate the workers who find themselves displaced by machines.

Some of the wealthier labor unions are using automation as an excuse for demanding guaranteed annual wages.

Before labor saving machinery was thought of, the population of England was only five million people and these found it hard to produce enough food, clothing and housing to supply their needs. Today the population is 59 million and they are better clothed and better housed than their forefathers were when there were only five million of them. This change has been brought about by the introduction of so many labor-saving devices in all industries that the people today are able to produce enough of all things they need to supply ten times as many people as the country could support 200 years ago.

But it required more than the adoption of labor saving devices to bring about his desirable change. It was not enough that the people were able to produce more; they also had to be able to sell more. To do this they had to lower their prices so that more people could buy the increased production.

If the employers had kept for themselves all the savings effected by the use of new and better machinery, and better business practices, or if they had shared such savings with their own employees only there would have been no reduction in the prices of the goods they produced and no increase in the demand for such goods.

The extent to which Western

Canada has progressed in the matter of chemical weed control was graphically described recently in the keynote address given at the Seed Conference by the Chairman of the Manitoba Weeds Commission. Little realized, perhaps is the fact that as early as 1900 the Ontario Agricultural College, Guelph, conducted a series of trials in selective spraying of weeds in cereal crops and that copper sulphate, iron sulphate, and sulphuric acid in water applied as a spray to control wild mustard in cereals was reported to have given good weed control with only a trace burning of the leaves of cereals. Little then was heard of selective spraying until 1908 when a wide-scale field crops spraying demonstration took place on a Manitoba farm. Cost was given as \$1.50 per acre and reference was made to the problem of a suitable sprayer. Not much headway was made with soil sterilant chemicals until about 15 years ago when under provincial government and municipal direction and subsidy organized campaigns were undertaken for the eradication of such weeds as leafy spurge, Russian knapweed and toadflax. The real turning point in selective weed control came in 1944 when a number of annual weeds such as stinkweed and wild mustard had become a real menace. First chemical to appear was "sinor" followed by the wonder 2,4-D which has met with such striking success. By 1947 some 500,000 acres were being treated with chemicals and from that date on there has been no looking back, the acreage treated in Western Canada having steadily increased to a record of 14 million acres in 1955.—World of Wheat.

As part of Alberta's 50th Anniversary celebrations, 86 babies, were born in this province on September 1, 1955, are being awarded sterling silver spoons. These spoons, commemorating the formation of Alberta as a Province—50 years ago, will bear the crest of the Province and an engraving of the child's name. Parents of these Jubilee year children will receive a copy of the Golden Jubilee Anthology. The anthology is a collection of literary works which portray the formation and growth of Alberta. Compilation of those who are eligible to receive this memento of the Province's anniversary has now been completed. According to J. E. Plewes, Golden Jubilee Administrator, distribution will soon be completed the spoons and anthologies are being posted.

FROM
EATON'S OF CANADA

TO ALL OUR
Mail Order Friends—

A
Joyous Christmas
AND A
Happy New Year

Merry Christmas and a Happy New Year
The ALBERTA HOTEL ASSOCIATION

The Queen's Privy Council for Canada has about seventy members, chiefly present and former ministers of the crown, who retain membership for life.

On the average lightning causes 17 percent of forest fires in Canada, smokers cause 22 percent, camp fires 16 percent.

"Seasons Greetings"

Calgary Power
extends to its many friends everywhere best wishes for

A Merry Christmas
And
A Happy New Year

CALGARY POWER LTD.
HELPING TO BUILD A BETTER ALBERTA

Humboldt has fully automatic telephone system in operation

REGINA. — A 30-second procedure December 6, put a new \$260,000 telephone system into operation at Humboldt, Sask. A main cable was cut and some 600 insulating "picks" were put in to change Humboldt's system from manual operation to a fully automatic dial system.

The 30 seconds marked the culmination of over two years of planning and actual construction and installation work by contractors, and by staff of Saskatchewan Government Telephones to give Humboldt one of the most modern telephone exchange buildings and equipment in the province.

In the two years, a handsome Saskatchewan brick, tile and concrete building was constructed across the street from the old exchange building by the B. & R. Construction Company Ltd. of Prince Albert, and fully automatic dial equipment and new long distance switching mechanism were installed by the British General Electric Company, with the finishing touches and final testing work now completed.

In addition to the new exchange building and equipment, outside telephone lines have been rebuilt where necessary both in Humboldt and on the rural companies' circuits, with new cradle dial telephones supplied for each subscriber.

W. A. Sheardown of Saskatoon, division commercial superintendent, said "Saskatchewan Government Telephones officials are confident that this conversion to dial will provide more and even better telephone service for the Humboldt exchange area, and that it fits into the system's long range plans."

He said that the new five-digit telephone numbers will fit into the continent's operator distance dialing plan, making it possible in the future for an operator in distant Canadian and American locations to dial Humboldt numbers directly.

Although the new equipment is simply a mass of wires and "gadgets" to the layman, staff members were able to explain in simple language just what happens when a telephone call is dialed.

No public ceremony took place when the cut-over was made because there was no time for formalities. The goal was to make the switch from the old to the new system with no interruption in the service.

Belting Bionda impresses fans

The aggressive and belting style of play of Jack Bionda, youthful defenseman of the Toronto Maple Leafs, has made quite a hit with Toronto fans. The 22-year-old, 170-pound six-footer was called up by the Leafs this season to take the place of the injured Tim Horton. He has played so well to date that he may have won himself a permanent berth with the team.

Bionda entered the N.H.L. much the same way as did Bucko McDonald and Flash Hollett. They all came into hockey as a result of lacrosse and when they did they could hardly skate. Bionda went to Brampton, Ont., five years ago to play lacrosse. After the lacrosse season finished he was asked to try out with the Junior "B" team there. He could hardly stand up on skates when he started but he persevered and after a season with Brampton moved up to Toronto Marlboros Junior "A" team.

Bionda was a star with the Victoria Shamrocks, 1955 Mann Cup winners, emblematic of the Canadian lacrosse championship.

THE KIWI

The kiwi, New Zealand's bewhiskered, burrowing-digging, tailless and almost wingless bird, is waging a losing battle for survival against the depredations of stoats, ferrets, rats, house cats and bush fires.



EXPORT
CANADA'S FINEST
CIGARETTE

Monkeyshines

A New Orleans businessman, long at odds with a competitor, turned up at the police station with this complaint:

"It's the limit. You know the kind of things he's been doing all along. Well, it's gone too far now. He's gone and bought a monkey."

"He shaved the monkey's head to make it look like mine. And now he's dressing that monkey to make him look like me!"

The police decided there was nothing they could do about such monkeyshines.

Santa Claus will make Far East trip

OTTAWA. — Santa Claus went winging his way to the Far East in late November well laden with Christmas cheer for Canadian Armed forces personnel serving in Indo China.

A Royal Canadian Air Force aircraft took off from Montreal for Saigon November 25, loaded with parcel mail and Christmas fare for officers and men of the military component of the Canadian delegation to the International Supervisory Commission. Each soldier's next-of-kin had been invited to send up to one 10-pound parcel.

The aircraft will return from Indo China on December 15 carrying parcels and mail back to Canada.

With refrigeration facilities practically non-existent, the provision of a proper Christmas menu for troops in Indo China has created quite a problem for Army catering authorities. This year's solution to the problem is pre-cooked canned turkeys and chickens which will keep fresh for an indefinite period without refrigeration. In addition to fowl, the menu for Christmas will include cranberry sauce, tinned ham, plum pudding, fruit cocktail, coffee, nuts and candy.

Packs of various sizes have been prepared so that each man will be assured of a complete Christmas dinner with all the trimmings even if serving in an isolated locality.

The aircraft also carried entertainment films and sports equipment supplied by Army welfare; current magazines and periodicals from the Canadian Legion; individual ditty bags donated by the Navy League of Canada, and a gift shipment of Canadian cigarettes from the Province of Ontario.

The lean minority

That minority which has no need to reduce would often like to add a few pounds and to them calories are not a bugbear. To gain those desired extra pounds it is a good idea to work out a balanced diet from Canada's Food Rules for the necessary amount of food and then add some of the foods the overweighters are told to avoid. Creamy soups, rich desserts, ice cream and between-meal snacks, providing they don't interfere with regular meals, should add a few ounces. Plenty of milk, which won't actually add weight but will provide basic nutrients, should be taken in larger quantities than usually recommended. Fruits such as bananas and apples, too, should be on the menu. If very much underweight, a doctor should be consulted to discover any underlying cause for the condition.

ROLLING LAUNDRY TABLE

A rolling table in the laundry is often more convenient than a built-in counter, because it can be right where you need it—beside the washer for sorting the laundry, ready in any spot for sprinkling, and beside the ironing board to hold clothes before ironing and flat pieces after ironing.

DRIVE WITH CARE!

THE TILLERS



The Pattern Shop

42" Cut-out

Striking lawn or roof decoration
Santa, reindeer

This striking lawn or roof decoration will add to the holiday spirit of the whole neighborhood. The pieces are cut out of tempered hard board. It is an ideal job for the jig saw, or hand saw. The deer are thirty-six inches long at the ground level and the same height to the tip of the horns. The directions on the pattern are in step-by-step detail from cutting out the figures to the final finish with a coat of good varnish to withstand the weather for many holidays. The price of the pattern is 35c. Add 2c for first class mail, or 5c for air mail. Be sure to ask for pattern 360 and include name and address.



These angelic figures made of stiff paper and painted in bright colors will be found most useful at Christmas time. The pattern gives tracing diagrams for a variety of sizes and styles. Some stand 6-inches high holding a song book. There are several sizes for tree decorations. And for hand-painted greeting cards that just fit an ordinary envelope. Each step is illustrated on the pattern from tracing the outline of the figures to the fascinating part of using ordinary water colors to bring out



the unusual realism of these figures. This pattern is 320 and may be ordered separately at 35c or it will be included in the Christmas Decorations Packet of five standard size patterns for only \$1.50 postpaid.

Address order to:
Home Workshop Pattern Service,
Department P.P.L.,
4433 West Fifth Avenue,
Vancouver, B.C.

'Stone Age' man attends congress

The scholarly calm of the Pan-African Congress on Pre-history at Livingstone, Northern Rhodesia, was broken one evening by the sudden appearance of a Stone Age man. He quickly explained that the purpose of his visit was merely to demonstrate the manufacture of stone tools and weapons.

Squatting on a boulder, he took a big piece of flint and by swift, deft blows with a pebble, rapidly shaped it into an axe-head.

Speed was essential, for in primitive times there was little leisure for making tools; the search for food took up most of one's day, said the Stone Age man, impersonated, it should be said, by Dr. L. S. B. Leakey, the noted Kenya anthropologist and curator of the Nairobi Museum.

Next, with the jawbone of an antelope, Dr. Leakey showed how, by tapping the edges of a shaped stone with the rounded side of the bone, stone could be chipped to a fine cutting edge.

Hitting a stone at an angle on a stone "anvil" was another way of giving an edge to a flint. There were other more skilful methods of doing this, such as applying pressure on the edges of stones, thus breaking off fine, sharp flakes useful for knives, scrapers, or spearheads.

It was all a matter of know-how and practice, said Dr. Leakey. Just how much was amply proved when others tried their hand.

Fashions

Jumper-dress!



It's a jumper for now—a sundress for summer! For schooltime, make one in cotton plaid, another in solid colors. She'll love the blouse too, with short or three-quarter sleeves. She's sure to rate an "A" in fashion, wearing this smart twosome!

Pattern 4808: Girls' Sizes 6, 8, 10, 12, 14. Size 10 jumper, 2 1/2 yards 39-inch; blouse, 1 1/2 yards. This pattern easy to use, simple to sew, is tested for fit. Has complete illustrated instructions.

Send thirty-five cents (35c) in coins (stamps cannot be accepted) for this pattern. Write plainly Size, Name, Address and Style Number and send orders to:

Department P.P.L.,
Household Arts Department,
60 Front Street W., Toronto

Baby Set

Crochet booties
bonnet, jacket
for the baby



7318

by Alice Brooks

QUICK CROCHET! You'll have baby's new booties, bonnet, jacket finished in a jiffy! They are made in open and closed shell-stitches in 3-ply baby yarn. Use white with pastel pink, blue, or yellow.

Pattern 7318: Crochet directions for infant's bonnet, booties, jacket.

To obtain this pattern send twenty-five cents in coins (stamps cannot be accepted) to:

Department P.P.L.,
Household Arts Department,
60 Front Street W., Toronto

Be sure to write plainly your Name, Address and Pattern Number.

Order our ALICE BROOKS Needlecraft Catalogue. Enjoy pages and pages of exciting new designs — knitting, crochet, embroidery, iron-ons, toys and novelties! Send 25 cents for your copy of this wonderful book now. You'll want to order every design in it!

Strictly Fresh

Air coolers installed in a model village at Austin, Tex., lengthen nights in terms of hours slept, a report says. And tall tales about Texas only make the night SEEM longer to us, when Lone Star fans come a-visiting.

Bloomington, Ill., firemen put out a tree fire and logged it as:



"Squirrel smoking in bed." Same one that wrote in the log book?

If you're getting up in years, it's prudent to remember that snow shovelling can be a grave undertaking.

District of Columbia school officials found that newly printed report cards listed "A" as "excellent", and "U" as "improvements is needed." They sure is, in some teacher-proofreader's technique.

Army recently announced it was accepting a limited number of young men for overseas assignment. Outfit would be in Europe in time to spend April in Paris, it said. Fellow across the desk says it reminds him of his Navy outfit which called for short-hand volunteers. They were short-handed in the galley.

There are 21 whooping cranes left in the world.

Last run for ghost train

The ghost train of the Ontario Northland Railway has made its last run.

After hearing eerie tales of a silent train, gliding along the bush tracks at dead of night, and darting shafts of light through the trees, game warden Orel Landriault and railway constable Bob Friend decided to hunt it down.

Recently they found it—a home-made railway speeder with rubber tires, powered by a converted gas washing-machine motor.

It was lying hidden in the bush half a mile from a hunters' camp at Osborne. A special muffler drowned the noise of the motor so that the speeder could move in silence along the tracks.

Five hunters have been charged with carrying loaded rifles in Nipissing Game Reserve. They may also be charged with trespassing on railway property. Four deer and five rifles were found nearby.

Osborne can only be reached by rail. The game warden believes the ghost train was brought to the camp in a packing case and assembled on the spot.

It carries two men and can easily be lifted on and off the rails.

After the officers found the rifles, the hunters took them to the spot where the machine was hidden.

U.S. EXPORTS TO RUSSIA UP

United States exports to Russia and satellite nations totaled \$2,066,000 in the second quarter of this year, according to the Commerce Department. This compares with \$1,465,000 in exports for the first quarter.

—By Les Carroll

Oats pool payments announced

OTTAWA.—The Right Hon. C. D. Howe, minister of Trade and Commerce, has announced that the Canadian Wheat Board had closed the 1954-55 oats pool as at the close of business on November 18, 1955.

The surplus for distribution to Western producers delivering oats to the Pool between August 1, 1954 and July 31, 1955, amounted to \$3,779,605.60. The average final payment on the 69,581,184 bushels of oats delivered to the Pool by producers will be 5.432c per bushel. The final payment on No. 3 Canada Western will be 6.172c per bushel. The final payment on Extra No. 1 Feed Oats will be 4.226c per bushel. The final payment on Nos. 1, 2 and 3 Feed Oats will be 4.307c, 6.276c and 9.565c per bushel respectively.

This is the second distribution of surplus funds from the 1954-55 oats pool. Last April an adjustment payment of 7c per bushel was made on all grades of oats delivered to the 1954-55 oats pool between August 1, 1954 and March 21, 1955, when the initial payments for all grades of oats were increased by 7c per bushel effective for the balance of the crop year.

In the case of the 1953-54 oats pool, adjustment or interim payments were not possible and the Pool was closed out with an average final payment of 6.276c per bushel. With the final payments announced, prices realized by producers for oats delivered to the 1954-55 pool will average about 6c per bushel higher than the prices realized from the preceding pool.

Mr. Howe stated that the board will commence issuing the final oats payments to producers just as soon as the final barley payment is completed. The board is presently engaged in issuing cheques to producers covering the final payment on the 1954-55 barley pool which amounted to \$6,536,611.93.

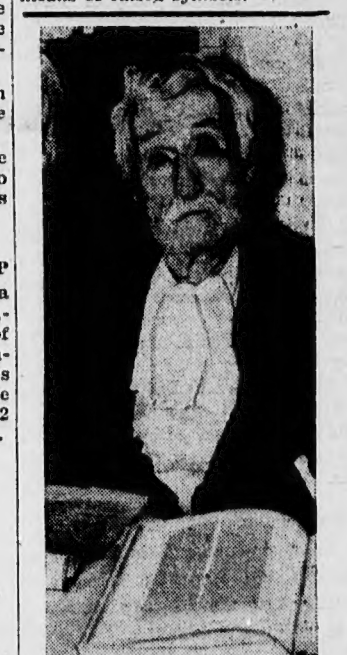
The object of irrigation

The object of irrigation is to replenish the water in the soil so that plants will have an adequate supply of moisture. In order for the plant to grow under the most favorable conditions, there must be a balance between air and water in the pores of the soil. The upper limit of this balance is called field capacity or when the soil is holding the maximum amount of water after downward movement, due to gravity, has ceased. The lower limit is the wilting point which indicates the moisture content of the soil when the plant wilts.

When the soil moisture is higher than field capacity, the soil is saturated. If the soil remains saturated for too long a period, it becomes waterlogged and plants suffer from lack of air. When the soil moisture falls below the wilting point, the plant of course dies.

The amount of water that the plant can use is that volume between field capacity and wilting point and this quantity is called the available moisture — Canada Department of Agriculture.

Samuel Gridley Howe, who devoted almost half a century to the education of the blind, invented the first method of teaching by means of raised symbols.



NO SWEAR WORDS — W. A. Craker, 92, of Omena, Mich., hopes to transcribe the unwritten Chippewa Indian language before he dies. Craker played with Indians as a child. He says that there were no swear words in the Chippewa tribal tongue before advent of the white man to what is now upper Michigan.

Town & District

The Legion annual Xmas tree was held Sunday afternoon and was attended by a large number of children.

Monday was pay day for the boys and girls of the Blackfoot reserve. Thousands of dollars was paid out to the Indians and they made the stores hum with Xmas business.

Mr. and Mrs. Harry Carrock of Duncan, B. C. have written us saying they wish to extend the editor's greetings to all their friends in Gleichen.

CARD OF THANKS

Mr. and Mrs. T. C. Brown and daughters wish to extend their sincere thanks to their friends for the reception held recently in their honor.

The C.G.I.T. group of the United Church visited the Everette Home on Monday night and conducted a

Vesper Service, much to the pleasure of the guests. Tuesday night the United Church choir paid their annual visit for a carol service. Mr. Elmer Bollinger also rendered two violin solos and accompanied the choir. The grounds at Everette Home are tastefully lit with Xmas trees and other Xmas decorations, and the various rooms in the Home have suitable decorations.

The season of gifts is again here when the kindest feelings of our hearts go out to those about us and long to find expression in some simple token—some precious gift that may serve as a reminder of the love and goodwill cherished in days that will soon have flown far into the past. As it is silver and gold we have not to proffer you, the riches of earth have never been cast at our feet, and our pocket, though large, remains a vacuum in spite of our desperate efforts. But kind reader, we have you in mind, and the past says, "Tis bliss to be remembered," so let us make one little speck of sunshine in your soul as wide to you, one and all, far and near wherever you are a real joyous, selfless, Merry Christmas.

Listeners across Alberta will be able to join the fun when the children at the Alberta Red Cross Crippled Children's hospital hold their annual Christmas party from 10:30 to 11 a.m. December 26. The party is always sponsored by Calgary Kinmen Club. QPCN Calgary will originate the broadcast of the party as this station has done for more than 20 years while CJOX, Lethbridge, CHAT, Medicine Hat and CICA Edmonton will carry the program direct. The radio stations donate the time for this broadcast in order that the parents, all over the province, may hear the greetings from their children in the hospital. For the first time, the TV camera will be trained on the party and CHOT-TV will telecast part of it on the new Christmas night, probably at 11:05 p.m.

Let's ALL enjoy THIS O'rtmas!

If you DRIVE don't DRINK
If you DRINK don't DRIVE

It's smart to say - "NO THANKS, I'm driving!"

ALBERTA SAFETY COUNCIL

Your crop on that northwest quarter sure looked good, Bob.

Fertilizer did it, Jim... I figure I got an extra \$1,200* clear profit from that quarter



*Based on average yearly yield increase, wheat at 1.00%.

Bob's extra profit was just one of the many "bonuses" farmers get from fertilizing. When you fertilize your crops you can harvest up to two weeks earlier avoiding frost, hail and other damage. Better grades, bigger yields, weed control and keeping your land fertile are additional advantages—reasons why more and more farmers are fertilizing every year. See your Elephant Brand agent about the right fertilizer for you.

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WALTER PETTIT, GLEICHEN



Safety Sam Says...

The Best Christmas Gift of all
YOU... SAFE and SOUND!

Drive carefully during the happy holiday season. Who knows? The new year may be the best you ever had. Drive... and live to see it through!

Published in the interests of Public Safety... by

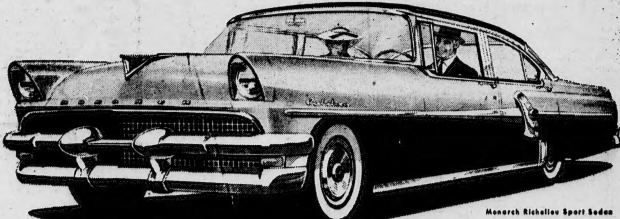
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the 1956

Monarch
distinctively yours!

No wonder heads turn when a new 1956 Monarch goes by! For here is a *distinctively* new kind of styling—long, low and slim, with a distinguished air that unmistakably sets Monarch "apart from the crowd". In every model in every Series—the stylish Custom, the luxurious Lucerne and the truly magnificent

Richelleu—you'll detect a new feeling of elegance and refinement that is echoed in the superb interiors, excitingly fashioned in the finest of fabrics, the newest of patterns! There's so much that's new about the '56 Monarch, so much that is refreshingly different, so much that says "distinctively yours!"



Monarch Richelleu Sport Sedan

Where a fine car matters
Monarch belongs



YOUTHFUL PERFORMANCE...

You'll sense a lively "lift" in Monarch's new performance—a youthful, high-spirited response to your commands. And because the great new Monarch V-8 engine for '56 provides not only higher horsepower (up to 225-hp.) but more usable power in normal driving ranges, you get the benefit of its new responsiveness in all your driving. Deep V-block design makes the Monarch V-8 a smoother, quieter, longer lasting, more durable engine. New engineering advancements—the world's leading V-8 builder—make it the outstanding performer in its field!

SAFETY-PLANNED DESIGN

Monarch's new safety-planned design is keyed to modern driving conditions—the outcome of years of research with noted safety experts. Safety-planned design includes a new impact-absorbing steering wheel and new safety-hold door locks; it offers as optional equipment new safety seat belts and shock-absorbing padding for instrument panel and sun visors. And the quality of Monarch construction, the extra strength and stability built into every part, means greater safety for you and your passengers!

YOUR FORD-MONARCH DEALER INVITES YOU TO Ride like a King in a 1956 Monarch.